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First Named Inventor	Leland	d James Wieseheugel
Art Unit		3624
Examiner Name	James	s M. Alpert
Attorney Docket Number		AUS920010174US1

/TH/	1	LESZCZYC, Peter T.L., and Gerald Häubl, Abstract of "Bidding Frenzy: Intensity of Competitive Interaction Among Bidders and Product Valuation in Auctions", see especially pgs. 5 - 6. Retrieved on 6/25/2008 from: www.business. ualberta.ca/ppopkowski/Papers/ACR%20SPECIAL%20SESSION%20SUMMARY.doc. Also available at http://www.acrwebsite.org/volumes/display.asp?id=7910 published in "Advances in Consumer Research", Vol. 28, 2001, pp. 451-453							
/TH/	2	MILGROM, Paul; "Putting Auction Theory to Work: The Simultaneous Ascending Auction"; see especially pg. 4 lines 4 - 5 and pg. 12 lines 30 - 38; retrieved on 6/25/2008 from: http://www-econ.stanford.edu/faculty/workp/swp98002.pdf							
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